

## **Abstract**

This invention provides a means for establishing communications with the consumers of a product comprising a step of placing a respective unique product identifier on each respective unit of a product produced by a company. Communications are facilitated by additional steps of inviting  
5 the consumer to visit a website and enter the unique product identifier code into the website for one or more chances to win a prize. In exchange for this chance, the consumer must enter data about themselves which are stored in the company's database and used for subsequent marketing communications. The process described herein will enable the company to generate word of mouth promotion, additional sales, and return on investment.